

ABSTRACT OF THE DISCLOSURE

In a picture display device, a picture having high gradation is obtained by using an alternating method which can deal with a video signal having a high frequency band region. On the basis of an input
5 signal, a signal processing circuit outputs a pair of analog video signals (a signal reversal frequency is one frame), which have inversion relationships with each other, to a signal line drive circuit, and the signal line drive circuit applies one of the inputted pair of video signals to an odd signal line, and applies the other of the video signals to an even
10 signal line, so that source line reversal drive is carried out.